

# Ekant Veer

## List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

26

papers

532

citations

12

h-index

23

g-index

28

ext. papers

635

ext. citations

3.6

avg, IF

4.17

L-index

#	Paper	IF	Citations
26	The consumerist turn in higher education: Policy aspirations and outcomes. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 1142-1162	3.2	111
25	Assessing the Societal Impact of Research: The Relational Engagement Approach. <i>Journal of Public Policy and Marketing</i> , <b>2017</b> , 36, 1-14	3.8	62
24	If Kate voted Conservative, would you?. <i>European Journal of Marketing</i> , <b>2010</b> , 44, 436-450	4.4	61
23	Don't feed the trolling: rethinking how online trolling is being defined and combated. <i>Journal of Marketing Management</i> , <b>2017</b> , 33, 1336-1354	3.2	50
22	Self-referencing and consumer evaluations of larger-sized female models: A weight locus of control perspective. <i>Marketing Letters</i> , <b>2007</b> , 18, 197-209	2.3	33
21	Forgive me, Father, for I did not give full justification for my sins: How religious consumers justify the acquisition of material wealth. <i>Journal of Marketing Management</i> , <b>2011</b> , 27, 547-560	3.2	32
20	Warning! The following packet contains shocking images: The impact of mortality salience on the effectiveness of graphic cigarette warning labels. <i>Journal of Consumer Behaviour</i> , <b>2012</b> , 11, 225-233	3	31
19	Making healthy eating messages more effective: combining integrated marketing communication with the behaviour ecological model. <i>International Journal of Consumer Studies</i> , <b>2006</b> , 30, 318-326	5.7	26
18	Made with real crocodiles: The use of anthropomorphism to promote product kinship in our youngest consumers. <i>Journal of Marketing Management</i> , <b>2013</b> , 29, 195-206	3.2	15
17	Sharing cathartic stories online: The internet as a means of expression following a crisis event. <i>Journal of Consumer Behaviour</i> , <b>2016</b> , 15, 314-324	3	14
16	The golden ties that bind: boundary crossing in diasporic Hindu wedding ritual. <i>Consumption Markets and Culture</i> , <b>2011</b> , 14, 245-265	1.7	14
15	It's Time to Quit: Using Advertising to Encourage Smoking Cessation. <i>Journal of Strategic Marketing</i> , <b>2008</b> , 16, 315-325	2.7	13
14	The influence of user comments on perceptions of Facebook relationship status updates. <i>Computers in Human Behavior</i> , <b>2015</b> , 49, 50-55	7.7	12
13	Taboo on TV: gender, religion, and sexual taboos in transnationally marketed Turkish soap operas. <i>Journal of Marketing Management</i> , <b>2018</b> , 34, 1149-1171	3.2	10
12	The DMO is dead. Long live the DMO (or, why DMO managers don't care about post-structuralism). <i>Tourism Recreation Research</i> , <b>2016</b> , 41, 354-357	2.1	8
11	3-2-1 bungy: A typology of performance styles. <i>Annals of Tourism Research</i> , <b>2015</b> , 55, 61-76	7.7	6
10	Physically freeing: breaking taboos through online displays of the sexual self. <i>Journal of Marketing Management</i> , <b>2018</b> , 34, 1105-1125	3.2	5

9	Conceptualizing Self-control on Problematic Social Media Use. <i>Australasian Marketing Journal</i> , 183933492110391	199886	
8	An examination of SME social media use in the food industry. <i>Small Enterprise Research: the Journal of SEAAANZ</i> , 2018, 25, 227-238	1.3	5
7	Staring: How Facebook Facilitates the Breaking of Social Norms. <i>Research in Consumer Behavior</i> , 2011, 185-198	0.1	4
6	My best writing space: understanding academics self-professed writing spaces. <i>Higher Education</i> , 2019, 78, 345-364	3	4
5	Evaluation of the All Right? Campaign's Facebook intervention post-disaster in Canterbury, New Zealand. <i>Health Promotion International</i> , 2020, 35, 111-122	3	4
4	(Re)Gaining Our Voice: Future of Marketing in Australasia. <i>Australasian Marketing Journal</i> , 183933492110391	10391	4
3	I stood by: the role of allies in developing an inclusive and supportive academic environment post #MeToo. <i>Journal of Marketing Management</i> , 2021, 37, 162-179	3.2	3
2	Big boys don't cry [Offline]: the phygital disconnect between online and offline mental wellness engagement. <i>Journal of Strategic Marketing</i> , 1-21	2.7	0
1	Feeding the Trolling: Understanding and Mitigating Online Trolling Behavior as an Unintended Consequence. <i>Journal of Interactive Marketing</i> , 2022, 57, 90-114	9.8	